

Gross Margins	Mean (Average)	25th Percentile	Median (Mid-Point)	75th Percentile	Your Store
New Course Books	21.6%	19.9%	22.3%	24.6%	
Custom Published Materials	24.8%	15.7%	23.1%	34.3%	
Used Course Books	35.0%	31.9%	35.1%	38.0%	
Course Technology	19.3%	9.2%	17.6%	24.4%	
TOTAL Course Materials	26.1%	23.6%	26.4%	28.8%	
Trade Books	29.0%	24.3%	30.7%	36.3%	
Professional Reference Books	25.5%	20.8%	24.4%	31.2%	
TOTAL General Books	28.1%	24.0%	30.5%	35.5%	
TOTAL BOOK SALES	26.2%	23.7%	26.6%	28.8%	
Computer Hardware	9.3%	3.5%	8.5%	11.2%	
Consumer Electronics	24.9%	20.2%	25.9%	30.4%	
Computer Software	19.3%	13.6%	18.7%	24.4%	
Digital / Computer Supplies	25.0%	18.9%	25.8%	32.0%	
TOTAL Digital Products	16.1%	10.6%	14.5%	23.7%	
School / Office Supplies	36.8%	31.0%	38.0%	43.1%	
Instructional Supplies	34.0%	27.0%	35.5%	41.0%	
TOTAL Supplies	36.3%	30.3%	37.7%	42.9%	
Insignia Apparel	39.7%	35.3%	41.6%	46.6%	
Non-insignia Apparel	38.8%	31.6%	37.3%	48.4%	
TOTAL Apparel	39.3%	34.5%	41.4%	46.6%	
Insignia Gifts	39.3%	35.9%	42.8%	48.3%	
Non-insignia Gifts	36.1%	32.1%	41.8%	46.9%	
TOTAL Gifts	37.3%	31.0%	40.0%	47.5%	
Food / Beverages	34.4%	29.3%	34.0%	38.6%	
Other Merchandise	31.0%	24.6%	36.3%	47.4%	
TOTAL General Merchandise	36.7%	28.9%	35.4%	43.7%	
TOTAL NON-BOOK SALES	31.0%	25.1%	31.5%	36.0%	
TOTAL NET SALES	27.0%	23.9%	27.1%	30.1%	